



# JERSEY CITY ECONOMIC DEVELOPMENT CORPORATION BRANDING & LOGO CONTEST



## HELP US CREATE JERSEY CITY'S NEW IDENTITY

**Jersey City is on the move and we need a brand identity to match the vibrancy and diversity of our City**

The Jersey City Economic Development Corporation on behalf of the City of Jersey City is seeking submissions for a logo and tagline that will express how dynamic Jersey City is to business owners, tourists and individuals looking to move here.

We know that Jersey City has some of the most talented artists and creative collaborators in the nation. We also know those who live and work here have a civic pride second to none. So, Jersey City residents get to the drawing board, harness your creative genius and help brand our City!

The winning submission will receive a \$5,000 prize. Entries will be judged by a panel of city officials and key stakeholders with a focus on: creativity; message; ability to apply over multiple applications to multiple audiences; and longevity. **The logo selected will best reflect both the history and future of Jersey City.**

The top five finalists will give formal presentation to judges.

All entries will become the property of The Jersey City Economic Development Corporation for future use by The Jersey City Economic Development Corporation and/or City of Jersey City.

**Submissions are due by 4:00 p.m. on Friday, February 21, 2014 and should be mailed (hard copies) in a sealed envelope to:**

**Florence Baron  
Jersey City Economic Development Corporation  
30 Montgomery Street, Suite 1400,  
Jersey City, NJ 07302**



# JERSEY CITY ECONOMIC DEVELOPMENT CORPORATION BRANDING & LOGO CONTEST



## Release and Waiver

In consideration for the opportunity to submit my Entry Application and Logo to participate in the Jersey City Logo Competition sponsored by the Jersey City Economic Development Corporation on behalf of the City of Jersey City (the Entities), and for other good and valuable consideration, I irrevocably give (the Entities) and its agents and contractors permission to use, copy, alter, distribute, publish, and display the Logo that I have submitted in advertising and promotional materials, and in any other medium or format for any purpose related to the Jersey City Logo Competition or for informational and promotional materials for (the Entities) without compensation or fees of any kind.

I acknowledge and agree that if I am selected as a finalist for the Jersey City Logo Competition, (the Entities) may post the Logo on the Internet and allow the public to vote and comment on the Logo and on whether I should be chosen as the winner of the Jersey City Logo Competition sponsored by (the Entities).

I waive any right to royalties or any other payment for the use of my Logo and I also waive the right to inspect or approve (the Entities') use of the Logo and other materials that (the Entities) may use with it.

I release and waive and agree to hold (the Entities), its agents, and its contractors harmless from any claims, damages, or liabilities resulting from their use of the Logo and I agree not to bring any such claims against the released parties at any time in the future. This includes, but is not limited to, claims for violation of publicity rights and privacy rights, defamation, and claims for copyright or other intellectual property infringement, whether those claims may be based on statutes or the common law.

I represent and warrant to (the Entities) that:

- I am over 18 years of age.
- I am not an employee of The Jersey City Economic Development Corporation, City of Jersey City, or of any of the semi-autonomous agencies created by it.
- The Logo is my original work and I attest that my logo does not contain copyrighted material.
- I have not granted anyone else any rights to use, distribute, publish, or display the Logo.
- I have the full right and authority to execute this Release and Waiver.
- I have all rights necessary to grant the rights, waivers, and releases granted in this Release and Waiver.
- I have read this Release and Waiver and I fully understand it.
- All statements and information included in my Entry Application and any other statements and information that I provided to or will provide to (the Entities) are true and complete.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_